



University of St.Gallen



# Undergraduate studies 2024

# Welcome to Europe's leading business university

The University of St.Gallen, also traditionally called "HSG", is a place of thought leadership at the very heart of Europe. It is also your chance to become a member of the HSG community, a global community of researchers and practitioners, alumni and alumnae from across the world. We act in an integrative, committed and cooperative manner. With your desire to shape the world and our practical support, you will be able to gain academic excellence and translate it into impact – not only for yourself, but for society as well.

## Facts and figures

1898

Foundation

9,590

Students with around 120 nationalities

3,659

Employees

107

Full professors

200

Partner universities for exchange semesters

50

Institutes and research centers

4 out of 5

By the time they graduate, our Bachelor's and Master's graduates have clear career prospects

> 90%

of all graduates would choose HSG again

### Accreditations



### Member of



# From insight to impact



## Dear Prospective Students

Your university years will be one of the most exciting times of your life. As President of the University of St.Gallen, I feel honoured that you intend to spend this chapter of your life with us! What can you expect?

We are guided by our vision: "As a leading business university we set global standards for research and teaching by promoting integrative thought, responsible action and an entrepreneurial spirit of innovation in business and society." Whatever programme you choose, your studies will be interdisciplinary. By taking classes in the humanities, you will not only broaden your horizon, but also sharpen your understanding of today's challenges.

As our student, you will have ample opportunity to develop your own ideas. On the one hand, our innovative teaching formats provide you with hands-on experience. On the other hand, around 140 student associations and clubs are waiting for your active membership.

Our present is already digital – to be prepared for our future, you will need corresponding skills. As a consequence, we now also offer a programme in Computer Science and we look forward to educating pioneers in entrepreneurial IT. New technologies are part of our curriculum, but we also value personal encounters and in-class debates. This way we truly learn with and from each other.

I look forward to meeting you soon on our campus, and I wish you the very best for your studies!

Prof. Dr. Bernhard Ehrenzeller  
President

You have a goal.  
This is where you start.

OPEN DAYS  
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Admissions



# Your entry into a community of entrepreneurs with impact

Everyone measures success differently. If for you it is the possibility to cooperate with leading minds, then you will appreciate the personal atmosphere on the campus of the University of St.Gallen. Here you take a special route, namely: your own. You will quickly realise what you stand to achieve when you have access to over 35,000 people, a highly qualified faculty, more than 140 student clubs, and when you can rely on the engagement of everyone in the HSG community: impact in business and society.



The University of St.Gallen is a public institution with an international reputation for excellence in teaching and applied research. Our faculty have backgrounds in both research and in applied fields and are part of a worldwide network. Achieving new knowledge through scientifically sound methods and translating it into impact – that's what studying in St.Gallen is about.

You'll feel right at home in St.Gallen as everything you need to make your student life great is just around the corner: great architecture, relaxing nature, lots of art, diverse culture, a wide range of sports activities, good food, excellent recreation opportunities and exciting night life.

All great things start small. This often shows in our students' active involvement in student associations where they also achieve impact in terms of diversity and inclusion. However, our large events such as the internationally renowned start-up fairs or congresses like the St.Gallen Symposium are also the result of our students' engagement.

You will not only profit from the opportunity of meeting public figures, investors and alumni, but you will always benefit from our unique degree design with the Assessment Year and the Contextual Studies as its key features – and the special feeling of being in a vibrant place to study called St.Gallen.



# Excellence in teaching and research

Top rankings, thought leadership, top-tier career centre – what others value about us is rooted in top international research and integrative teaching. As a University of St.Gallen student, you will gain everything a top university can offer in terms of research and career prospects. We will enable you to develop the capacity to make a change in the world.

## Rankings

### Financial Times

Masters in Management:  
1<sup>st</sup> place worldwide with the Master in Strategy and International Management

European Business Schools  
5<sup>th</sup> place

### WirtschaftsWoche

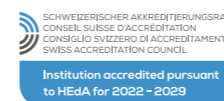
Business Research:  
1<sup>st</sup> place in German-speaking Europe

### Handelsblatt

Economic Research:  
8<sup>th</sup> place in German-speaking Europe

[rankings.unisg.ch](https://rankings.unisg.ch)

### Accreditations



### Science and practical application in dialogue

This maxim guides us as a public educational institution that is fully aware of its social responsibility and creative leadership.

Our 107 professors, 26 associate and 78 assistant professors, 43 senior lecturers and 659 lecturers dedicate themselves to the education of our students.

It is this engagement and holistic education of the highest academic quality that allow our teaching to qualify again and again for the most important Swiss, and even more importantly, international accreditations for business and management schools. The University of St.Gallen holds the so-called "Triple Crown" of international accreditations for business universities from EQUIS, AACSB and AMBA. Only about one percent of universities worldwide are allowed to bear this quality mark.

In addition to their teaching activities, many of our academics work in one of the 50 institutes and independent research centres of the University of St.Gallen. There they research today's and tomorrow's pressing scientific topics such as the future of healthcare, sustainable investment strategies, renewable energies and climate change.

All the while, our academics maintain contacts with organisations in business, law and politics. With these activities rooted in science and practice we ensure that our faculty not only always keep their finger on the pulse but that they can pass on their knowledge and their practical experience to the students in the classroom.

At the University of St.Gallen, six schools conduct both basic and applied research: the School of Management, the School of Finance, the School of Economics and Political Sciences, the Law School, the School of Humanities and Social Sciences, and the School of Computer Science.

The School of Computer Science was added in 2020. Here, 13 professors and their international teams are currently researching and teaching in areas of computer science with an impact on the most important technological challenges of our time: data science and machine learning, cyber security, systems and software engineering, and human-computer interaction.

All our schools ensure the public mission of teaching and research, tackle social core topics head-on, and seek new partnerships with the corporate sphere.  
[unisg.link/schools](https://unisg.link/schools)

# A vibrant place to study #studentlife

## On campus

Looking more like a park, our Rosenberg campus in St.Gallen offers not only ideal conditions for studying in beautiful surroundings, but also a stunning view of the city. The distances between the individual areas are short, and the modern infrastructure gives our students the best possible support in their learning. Our university campus is more than just a place of education – it is a place to meet; a place of inspiration and art. Here, works of art by Giacometti, Richter, Miró and Penalba complement buildings created by architects Walter M. Förderer and Bruno Gerosa.

## In SQUARE

Serendipity – when chance encounters inspire great ideas – has been given the perfect space since 2022. Since it opened, SQUARE has been a popular meeting place, thinking space and innovation lab all in one. Here, entirely new ways of learning and interacting provide unprecedented opportunities for co-creation.

SQUARE is where our students meet public figures and faculty members, as well as members of the general public, to discuss current issues and initiate solutions for the future or get directly involved in their development. In a modern atmosphere with high-quality equipment and supported by the latest technology, meeting others has never been so exciting, and venturing new beginnings has never been so easy. [hsg-square.ch](https://hsg-square.ch)

## New campus in sight

2025 will be the launch year for the construction of another new university building. When it is completed by the end of the decade, the 31,000-square-metre new building on the Platztor campus will offer space for another 3,000 students on six floors in the middle of St.Gallen, as well as new rooms for meetings with important representatives of research and teaching.

## In the city

St.Gallen has a lot to offer its approximately 80,000 inhabitants: a historically important Old Town, numerous shops, street cafés and restaurants, bars and clubs. The monastery quarter with the Baroque cathedral and the abbey library has been named a UNESCO World Heritage Site.

Situated between the Alps and Lake Constance, St.Gallen also provides ideal conditions for a wide range of leisure and sports activities in the surrounding area. The natural swimming pools “Drei Weieren” are within walking distance of the city centre.

## Connect. Collaborate. Create.

In the heart of the city, our students run the innovative coworking space “theCO”. From 7 a.m. to 10 p.m. seven days a week, workplaces for individuals and groups, design thinking spaces and retreats are available in an interactive and communicative atmosphere.

## Art and culture

An impressive cultural programme awaits you in St.Gallen. The city plays host to one of Switzerland’s biggest open-air festivals, the performances of the City Theatre and the Tonhalle, the St.Galler Festspiele – a classical music event held every summer – and numerous exhibitions in museums and private galleries. The St.Gallen Art Museum and the Kunsthalle Sankt Gallen connect the city with the international art scene.

## Our sports offer

To keep body and mind in balance, Unisport provides you with a wide range of sports and training opportunities at our own and external sports facilities. On campus, for example, you will find a modern sports hall with a gym and group fitness courses as well as an artificial turf pitch and a beach volleyball court.

Around 270 training instructors professionally supervise you and support you in shaking off the stress of university life. Our programme includes more than 250 training sessions in more than 70 sports every week. Most of our courses and services are available to you free of charge. With us, even professional sports careers integrate seamlessly with your studies. [sport.unisg.ch](https://sport.unisg.ch)

## Well catered for

Our university restaurant offers a wide selection of tasty cold and warm lunch menus. Our buffet caters to all diets. Meet your friends in one of the popular cafeterias for a chat, a snack or to learn. Students run the campus bar “[ad]hoc” and the “MeetingPoint” downtown at the Blumenbergplatz.

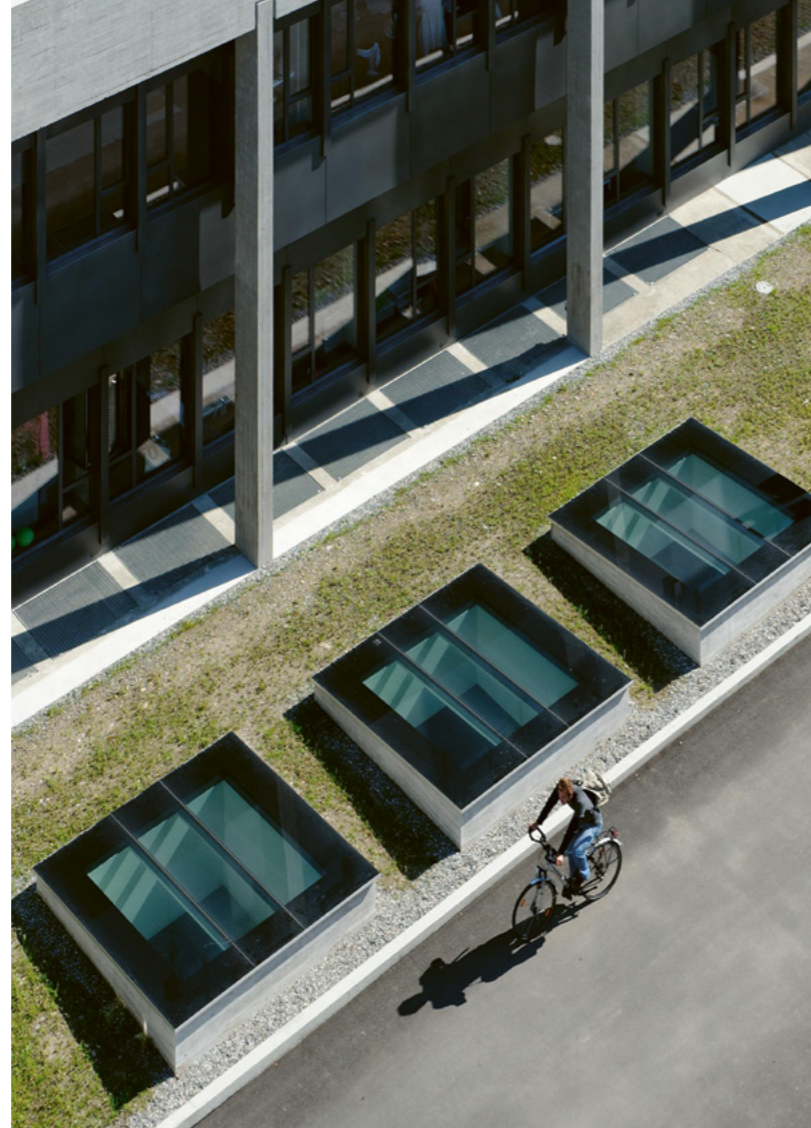
FUTURE  
CAMPUS  
PLATZTOR



The co-working space “theCO” is one of the many meeting places on campus.

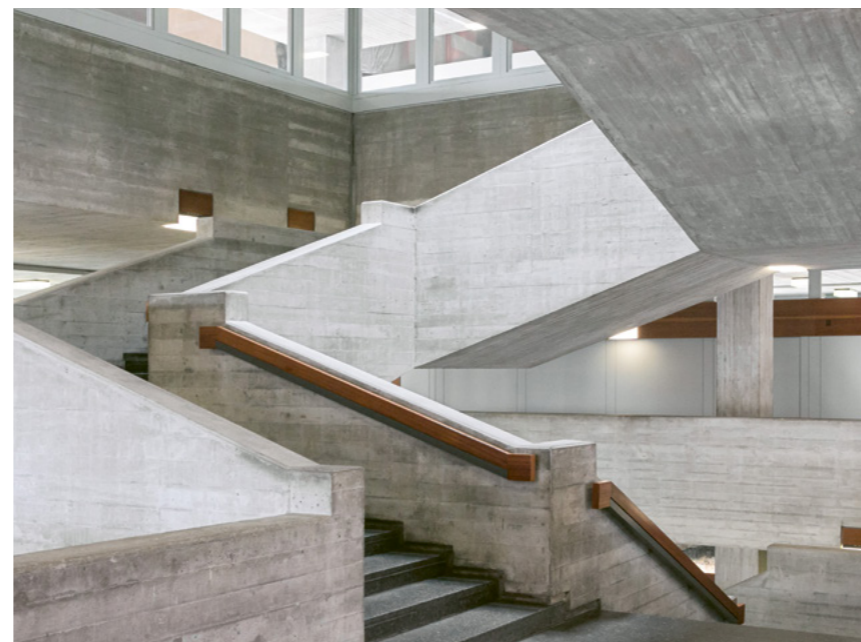
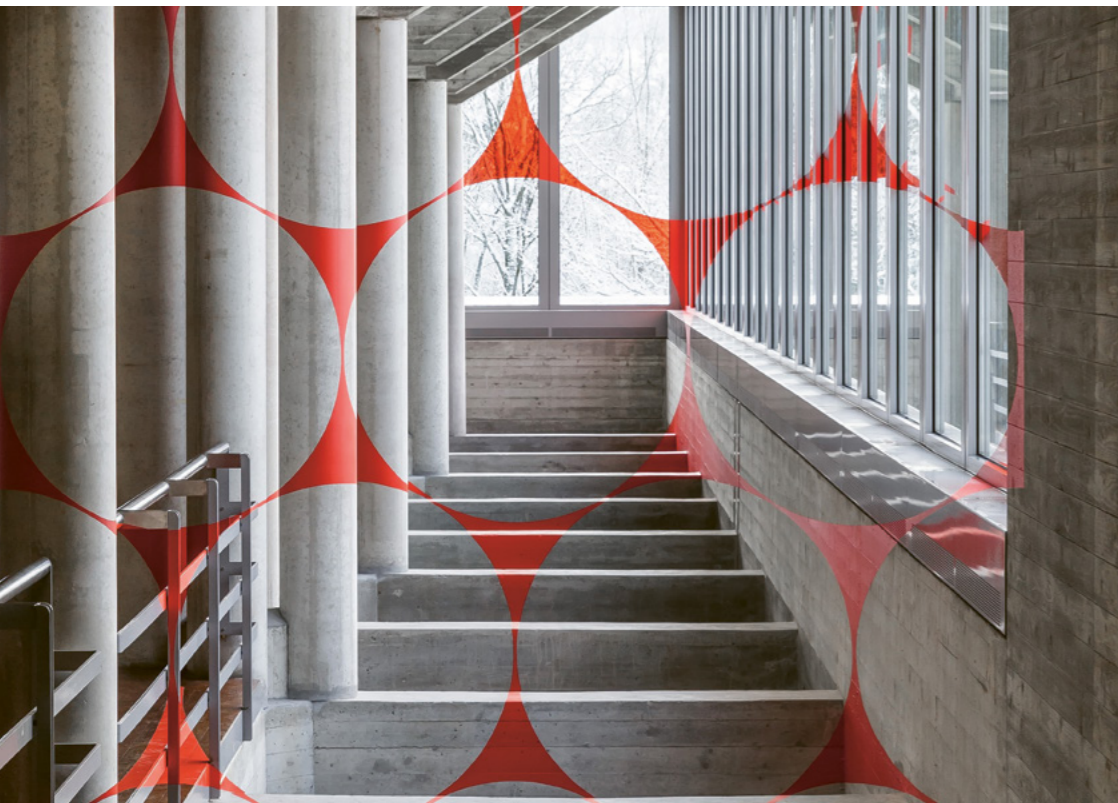


# Campus tours virtually or on site



Virtual campus tour with  
Andreas Oberholzer  
[unisg.link/campustour](https://unisg.link/campustour)

Would you like to learn more about the campus and student life at our University? Then you can get an idea from our virtual campus tour: have a look at the Audimax, the library and the student-run cafés and bars. Take the virtual campus tour and get an impression of the campus of the University of St.Gallen right from where you are. Nowhere, though, is the HSG spirit as tangible as on the campus itself. So how about a personal campus tour?



A student-guided personal  
campus tour  
[unisg.link/campus-tours](https://unisg.link/campus-tours)

“The friendships formed here will stay with you throughout your studies – and long after.”



Ann Julie Sevray,  
President of the Student Union

## Student engagement

Life at HSG and the “HSG spirit” thrive on the unique student engagement. Many students are involved in the Student Union (SHSG), in initiatives or in clubs and thus actively shape life on and off campus at our University. In addition, students can further broaden the already extensive offerings by founding new clubs for their own interests. With their own involvement, students quickly realise that a lot is possible at the University as well as in society as a whole, because many clubs pursue the goal of having a noticeable and measurable impact. In addition, it offers the opportunity to take on initial responsibility and to get to know a community of like-minded people. The friendships made in this way are an enormous enrichment and accompany the students throughout their studies. The University also supports engagement in accredited clubs by allowing campus credits to be counted towards course work under certain conditions.

This is not the only indication that HSG values, supports and encourages active students. As an official part of the University, the Student Union is the official body of students at HSG and represents student interests. All enrolled students are members of the SHSG. Approx. 250 students are directly involved in the Student Union and initiatives, advocating for the concerns of their fellow students, with many more being part of other associations. Through its representation on university committees and commissions, the SHSG brings the interests of students into direct dialogue. In addition, the SHSG is also a coordinator of the association landscape and itself an active part of the student community, offering direct opportunities to have an immediate impact.

All information on [shsg.ch](https://shsg.ch)





Make an impact wherever you go – students of the University of St.Gallen organise a Pride Month.

Examples of even more student clubs:



# Enabling all students to develop their potential

The students of the University of St.Gallen are characterised by their passionate commitment and their own initiative. Their deeply engaged community spirit is clearly demonstrated by the more than 140 clubs and initiatives that students set up alongside their studies. They offer opportunities for self-development and valuable practical work experience. From niche initiatives to international thought-leadership symposia – the SHSG student body covers it all.

Unigay is one of these clubs. It promotes an LGBTQ+ community on campus through social and business events. One of the projects that association members have access to is the mentoring programme "get connected", which promotes networking and the exchange of experiences on identity and career issues between students and professionals.

[shsg.unisg.ch](http://shsg.unisg.ch)  
[unigay.ch](http://unigay.ch)  
[equalopportunities.unisg.ch](http://equalopportunities.unisg.ch)

The Diversity & Inclusion team at the University of St.Gallen offers support and confidential advice for students. The Equal Opportunities Office is the point of contact for equal opportunities issues relating to personal integrity (protection against discrimination and sexual harassment), gender equality, studying and parenting, sexual orientation, and social origin, as well as racism and xenophobia. The Special Needs Office is the point of contact for enquiries about studying and working with disabilities and/or chronic illness as well as specific health needs as a result of psychosocial stress.





# A culture for start-ups

What do On, Planted, Piavita, Yokoy and Formo have in common? They introduce innovations in their markets, create impact for society – and they have their roots at the University of St.Gallen. Their founders studied here and have consistently used the know-how of the HSG community. With Startup@HSG, the University of St.Gallen offers a contact point and professional support for students working on start-up ideas.

Young entrepreneurship and proven entrepreneurial spirit also meet, for example, at the START Summit and START Hack, two student events with international impact, at which students and start-ups at the HSG meet with experts and investors.

[startuphsg.com](http://startuphsg.com)  
[startglobal.org](http://startglobal.org)

Fabienne Bolliger, HSG alumna and founder of reBELLE Beauty. With her consistent orientation towards sustainability, fairness and quality, she has challenged the conventions of the beauty industry. Here, sharing insights with HSG students.

# Living and studying in St.Gallen

## Tuition fees

	CHF
Application and administrative fee	250
Per semester for Swiss students	1,229
Per semester for international students	3,129

## Cost of living

To be able to fund your studies, you should have about CHF 2,200–2,600 a month at your disposal. The budget table provides you with an example.

Monthly expenses for Bachelor's students	Swiss	
	nationals	Internationals
Accommodation (rent plus utilities)	665	665
Food	415	415
Communication (telephone, internet, TV, radio)	55	55
Tuition fees and study-related expenses	285	602*
Transport (public and private)	180	180
Health (health insurance, medication, visits to doctors)	230	230
Clothing	110	110
Leisure activities (sports, culture, holidays)	115	115
Other (insurance, taxes, gifts)	100	100
<b>Total in Swiss Francs (CHF)</b>	<b>2,155</b>	<b>2,472</b>

Source: Swiss Federal Statistical Office (2020): Conditions of study and life at Swiss higher education institutions

\* The difference between the fees for international and domestic students is due to the University's mandate as a public university and the allocated domestic student funding associated with that.

## Scholarships

Swiss students at the Bachelor's and Master's levels can benefit from financial support provided by scholarship and loan systems run by the cantons or by private foundations. International students can also obtain grants from foundations.

The University of St.Gallen operates a Loan and Scholarship Fund for enrolled students and also offers various Excellence Scholarships equivalent to the amount of the tuition fees.

Further information about the funding of your studies, the Excellence Scholarships and a link to the scholarship database can be found on our website.

[studyfunding.unisg.ch](https://studyfunding.unisg.ch)

## Working and studying

About 75% of students at the Bachelor's and Master's levels work part-time during their studies, as a rule between 10% and 50% of full-time hours. During the Assessment Year, the first year of undergraduate studies, only very few students work since the course workload is very time-consuming.

In addition to jobs in the private sector, there are jobs available to students in the University administration and at the HSG institutes. Further information and a platform with job offers are provided by the Career & Corporate Services (CSC).

[my.hsgcareer.ch](https://my.hsgcareer.ch)

## Commute or live locally?

The inexpensive flats or shared rooms you can find in St.Gallen encourage you to take that first step into independence. Dare to do so and invest the travel time you save in your studies. You may find offers, for example, on the Facebook page "Sharing is Caring University of St.Gallen (HSG)".

There are various job opportunities to finance your studies. We recommend that you focus 100% on your studies during the Assessment Year.



In St.Gallen it is easy to find an apartment or a room in a shared flat.

# Unique degree course architecture

The University of St.Gallen offers a unique degree course architecture that fosters the personal development of our students in addition to excellent academic and professional training. In a holistic approach, intellectual abilities, flexibility, a sense of responsibility as well as intercultural and foreign language skills are promoted as optimal preparation for the modern working world.

## Core Studies

The core studies at the University of St.Gallen teach the basics of the chosen study programme in the compulsory subjects and are complemented by a wide range of programme-specific compulsory electives. The core studies also offer our students the opportunity to take further electives from the other study programmes and thus to place an additional focus on topics that correspond to their own interests. Thus, our students can develop very individual profiles that support them in realising their professional and personal goals.

## Two languages

Besides German as the official and cultural language, English – the language of business – is increasingly being integrated into the range of degree courses with the aim of achieving bilingualism among our students.

## Contextual Studies

A special feature of our study architecture is that all students take courses in contextual studies in addition to their core studies courses. In the Contextual Studies, the specialised economic, legal and computer science studies are supplemented and reflected upon from various perspectives in the humanities and social sciences. Our students learn that economic decisions are always embedded in social, cultural and historical conditions and must therefore be considered holistically. They are thus

educated to become personalities who are aware of their social responsibility and who will be able to act flexibly, responsibly and sustainably.

As part of the Contextual Studies, students complete both hands-on courses to acquire skills and languages, and courses to strengthen their reflective competence in different focus areas. After an introduction to the disciplines of history, philosophy, psychology and sociology in the Assessment Year, the Contextual Studies courses taken during further undergraduate studies enable students to study certain areas with a multidisciplinary approach in more depth: media, cultures, history, society, responsibility, creativity, law and technologies. Here we put our focus on themes that are at once highly topical and persistently relevant. Courses in Skills and Languages, for example, include rhetoric, programming and a great number of languages.

	Core Studies			Contextual Studies	
	Classroom Study/Independent Study				
<b>Master of Arts HSG</b> <b>Master of Science HSG*</b> Master's Programme (1.5–2 years)	Compulsory Subjects	Core Electives / Electives	Master's Thesis	Areas of Concentration	Skills
<b>Bachelor of Arts HSG</b> <b>Bachelor of Science HSG*</b> Subsequent majors (2 years)	Compulsory Subjects	Core Electives / Electives	Bachelor's Thesis	Areas of Concentration	Skills & Languages
<b>Assessment Year (1 year)</b>  Economics/Legal Sciences  Computer Science	Compulsory Subjects	Core Electives		Cultural & Social Sciences	Skills & Languages
	Compulsory Subjects	Core Electives			

\*Bachelor and Master of Science in Computer Science

## Contextual Studies: Workshop

Contextual Studies offer a "Workshop" for every area of concentration. In this blended learning format, students work independently on an interdisciplinary assignment that combines the content of a course from the Core Studies with topics from the Contextual Studies. The prerequisite for this is that at least one course in the Contextual Studies has already been completed in a previous semester alongside the Core Studies.

- Prerequisite: credits from at least one course in the relevant area of concentration
- Work on a self-selected topic/project
- In-depth inquiry/research on the self-selected topic/project
- Innovative combination of core studies and contextual studies
- Focus on the development of interdisciplinary competencies
- Intensive supervision and individual feedback
- Ideal preparation for the Bachelor thesis
- 6 ECTS credited to the area of concentration

With the workshop in these eight focus areas, students are offered the opportunity to acquire in-depth qualifications, which are also shown in the Diploma Supplement.



German/English; Portfolio Examination



Contextual Studies  
 School of Humanities and Social Sciences (SHSS)  
 Academic Director:  
 Prof. Dr. Tanja Schneider  
 Executive Directors:  
 Dr. Karen Lambrecht  
 Dr. Sixta Quassdorf  
 Müller-Friedberg-Strasse 8  
 CH-9000 St.Gallen  
 +41 71 224 25 63  
[kontextstudium@unisg.ch](mailto:kontextstudium@unisg.ch)  
[contextualstudies.unisg.ch](http://contextualstudies.unisg.ch)

## Computer Science

The structure of the Computer Science degree is different from that of the Economics or Law degrees in many aspects. For further details, please refer to the relevant programme site.  
[bcs.unisg.ch](http://bcs.unisg.ch)

## Bachelor's level

### Assessment Year

The Bachelor's level at the University of St.Gallen consists of the two-semester Assessment Year and the Bachelor's Studies, which has a standard period of study of four additional semesters. The Assessment Year provides our students with subject-specific and scientific fundamentals and trains them in the techniques of scientific work. They also begin to engage with issues raised in academic and social discussions across disciplines.

The Assessment Year can be taken in Economics, Law or Computer Science. The Assessment Year in Economics can be completed entirely in German or English. In order to continue with the Bachelor's Studies, both the Assessment Year in its entirety and the accounting examination of the University of St.Gallen must be passed.

Graduates of the Assessment Year in Economics can enter directly into the majors in Business Administration, Economics, International Affairs, Law, or Law and Economics. The Assessment Year in Law enables direct entry into the major in Law. However, it is also possible to change to any major by catching up on individual achievements.

The major in Computer Science can only be started with successful completion of the Assessment Year in Computer Science.

### Bachelor's Studies

The majors in Business Administration, Economics and International Affairs are studied in a flexible mix of German and English, with a minimum number of credits to be completed in the other language. The majors in Law, Law and Economics, and Computer Science are offered in German.

In addition to completing the core and contextual studies as well as the compulsory foreign language, a Bachelor's thesis must be written. After acquiring all the necessary achievements, our students are awarded the academic degree Bachelor of Arts, or Bachelor of Science for the major in Computer Science. This academically qualifying degree enables students to enter professional life or to take up a Master's programme.

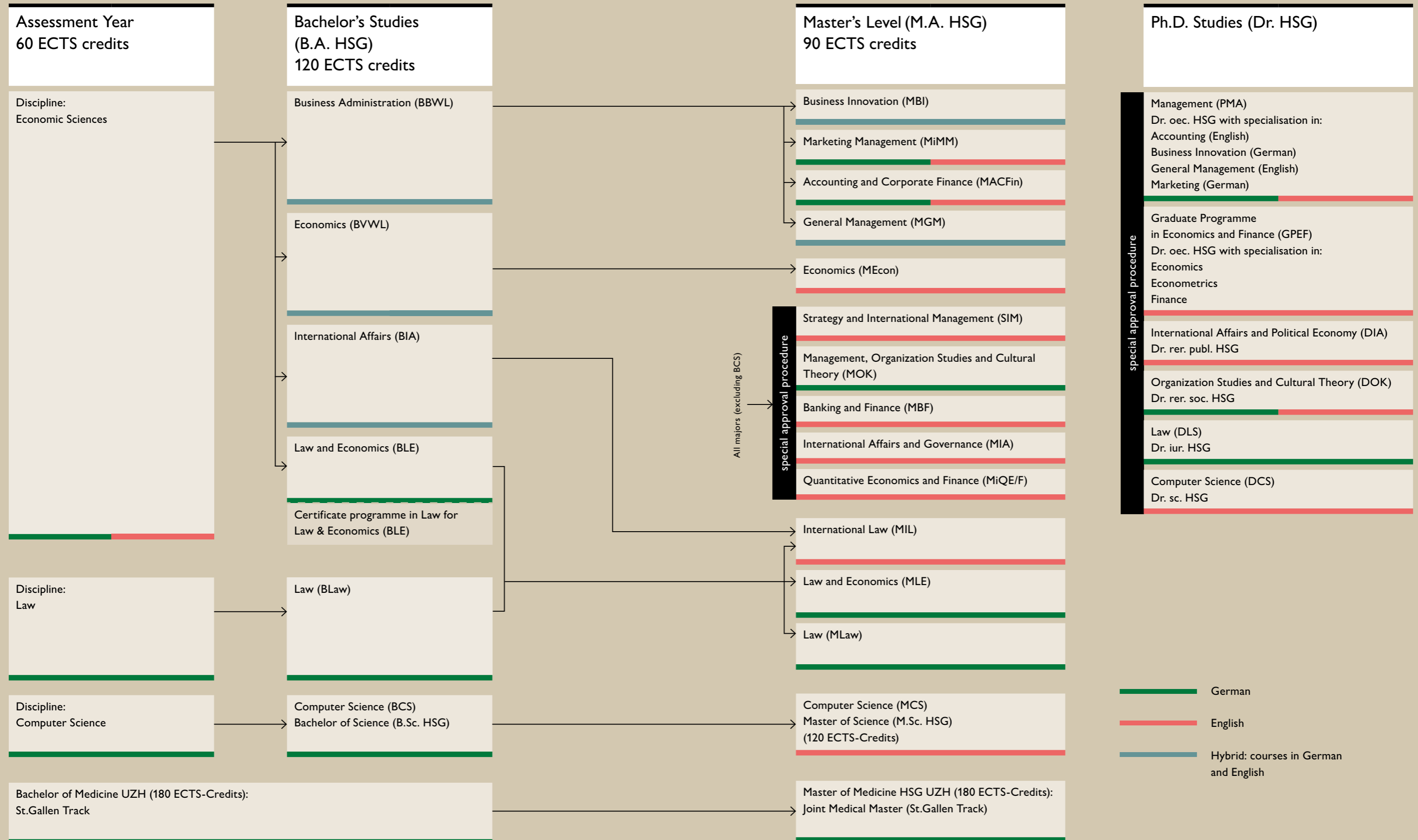
## Master's level

The University of St.Gallen offers 14 Master's programmes that build on the respective majors of the Bachelor's degree. The programmes in economics and law have a standard period of study of three semesters; the Master's programme in Computer Science has a standard period of study of four semesters. Depending on the programme, students can study either in German, English or in both languages.

Our graduates receive a clear academic profile that prepares them for demanding tasks in practice and science. After acquiring all the necessary achievements in the core and contextual studies and successfully writing a Master's thesis, our students are awarded the academic degree of Master of Arts, or Master of Science for the Computer Science programme.



# Degree structure





# New teaching and learning formats

Individual learning environments characterise studies at the University of St.Gallen. To this end, the on-campus pre-sessional teaching is specifically supplemented by digital aids that also support self-study, independent of time and place.

## A face-to-face university with digital support

In addition to teaching integrative and interdisciplinary learning content and transferring knowledge into practice, the University of St.Gallen strives to create accessible and customisable learning environments on and off campus. The focus is on our StudyNet, which serves as a digital learning platform for our students. Its virtual classrooms are designed to promote collaborative learning processes in particular. In addition, traditional forms of teaching such as lectures also benefit from the increasing use of digital tools. "Blended learning" enables the asynchronous development of learning content, which is discussed, questioned and further consolidated in interactive classroom teaching. Likewise, with the help of reflection tasks or game elements such as quiz duels in the learning app "Brian", you

can independently check your learning progress and thus decide which topics you need to work on.

## Smooth transition between studies, research and practice

In addition to curricular studies, informal, strongly self-motivated, extracurricular learning plays a major role at the University of St.Gallen. With various co-working spaces and the SQUARE, our campus offers the space to deepen and develop the knowledge and skills acquired during your course in spontaneous encounters with other students, researchers or well-known figures from the worlds of business and culture. Whether it is a hybrid course, a pop-up conference, the development and testing of a start-up idea or simply relaxed reflection – the thoughtful design of this thinking space invites you to co-create!

The SQUARE creates an ecosystem for the further development of the learning and teaching culture at the University of St.Gallen. [hsg-square.ch](https://hsg-square.ch)



# Admissions

The formal prerequisite for admission to the University of St.Gallen as an undergraduate is a recognised general university entrance qualification. Thus you can be admitted with a Swiss Maturität certificate or with an international qualification recognised as equivalent. Applicants holding an International Baccalaureate (IB) must have obtained a score of at least 32 out of 42 points in six general education subjects. At least three subjects must be completed at the higher level (one of them has to be a mathematics or science subject).

We do not require prior knowledge of the core disciplines of Business Administration, Economics, Computer Science, and Law. Optional courses such as the introduction course in mathematics or conversational courses in foreign languages will help you enter your degree programme at HSG. For successful completion of the Assessment Year we recommend at least proficiency level C1 (CEFR) in the relevant programme language. Students in the English track without any German knowledge must attend a German course.

## International applicants

The number of places for international students at HSG is limited. For this reason, applicants for a Bachelor's programme who do not have either a Swiss or Liechtenstein university entrance qualification, who are not Swiss or Liechtenstein nationals or do not have a Swiss residence permit C, must pass the HSG selection procedure. It is available in both German and English. The date of the HSG selection procedure is published on our website.

## Enrolment for studies

Prospective students have to apply online for the Assessment Year (first year of the Bachelor's level) between 1 October and 30 April. The Assessment Year starts in the autumn semester (September). Please consult our website early on to find out about the exact enrolment procedure and the documents to be submitted.

## Information updates

Admission criteria may change. For this reason, you should always look up the latest information on our website, where you can find detailed explanations and the criteria that are currently applicable as well as important dates for prospective students.

[admissions.unisg.ch  
unisg.link/dates](https://admissions.unisg.ch/unisg.link/dates)





# Bachelor's programmes

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Assessment Year –  
the first year at the University  
of St.Gallen

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StartWeek as an  
introduction to studies

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Bachelor of Arts HSG  
in Business Administration

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Bachelor of Arts HSG  
in Economics

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Bachelor of Arts HSG  
in International Affairs

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Certificate in Data Science  
Fundamentals (DSF)

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Study abroad

# Assessment Year – the first year at the University of St.Gallen

## Objectives

The Assessment Year is the first year of undergraduate studies at the University of St.Gallen. In the course of this clearly structured year, you will acquire a wide range of basic knowledge. The broadly oriented subject matter of the Assessment Year will make it easier for you to choose a major after your first year.

## Structure

### Core Studies

In the Assessment Year, core studies consist of the three compulsory subjects Business Administration, Economics and Law, as well as of Mathematics or Law II as core electives. Core studies allow for the acquisition of basic knowledge.

In Business Administration, you will deal with the systemic fundamentals of management theory with the help of the St.Gallen Management Model, viewing the topic from an integrative and ethical perspective. You will acquire basic insights into the marketing management of an enterprise, as well as into financial management and accounting. In Economics, you will acquire a fundamental knowledge of micro- and macroeconomics, while in Law, you will become familiar with Swiss private and constitutional law, and international law in the English-language Assessment Year.

## Contextual Studies

Besides core studies, you will also attend courses in contextual studies, which consist of courses in Skills, Cultural and Social Sciences, and Foreign Languages. The introductory courses in Skills, “Introduction to Academic Writing” and the “Integrative Project”, serve to convey and apply fundamental working techniques and the acquisition of interdisciplinary knowledge. In Cultural and Social Sciences, there is a choice of seminars in history, philosophy, psychology and sociology. Furthermore, we offer courses of varying degrees of difficulty in ten foreign languages.

## Examinations

Examinations are spread throughout the entire Assessment Year. There are different examination formats, such as written and oral examinations, seminar papers and the academic term paper. The following is applicable to the German-language Assessment Year: If your language of schooling is not German, you will be able to attend an intensive course in German before you take up your studies and an extended German course alongside your studies. You will be able to apply for an extension of the Assessment Year in the German track only. In the English-language Assessment Year an extension is not possible.


## Computer Science

The Computer Science Assessment Year is different from the Assessment Year in Economics and Law. For more information on the Bachelor’s degree in Computer Science, please refer to the programme’s page.

### Programme language

The Assessment Year can be studied either in German or in English.



 The most frequently asked questions about the Assessment Year answered by a student.  
[assessmentyear.unisg.ch](https://assessmentyear.unisg.ch)

## Contact



Prof. Dr.  
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Samuel Obrecht  
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# StartWeek as an introduction to studies



The Coaching Programme offered by the University of St.Gallen is unique in Europe.

One week before the start of lectures, new Assessment students come together on campus to familiarise themselves with the university environment. The aim of the one-week course (as an integral part of the Assessment Year) is to officially welcome the new entrants to the University of St.Gallen and to optimally prepare them for everyday study life. Each StartWeek focuses on an interdisciplinary topic that the students engage with by means of a case study. In this way, they dive into group work in the Assessment Year and become familiar with the requirements of scientific work. In addition to the case study, students receive administrative introductions to the study system, the IT infrastructure and the library. First contacts are made with fellow students to facilitate social anchoring in the new environment, often leading to friendships that last throughout the entire course of study – and beyond. [startweek.unisg.ch](http://startweek.unisg.ch)

It is more fun together: In the StartWeek you will work on an exciting task with your team.



Once you have passed the Assessment Year, there is ample reason to celebrate, whether in a shared flat or in the Old Town of St.Gallen, which is home to cosy venues and trendy bars.

## Coaching Programme

In a rapidly changing world, you often have to reorient and reposition yourself, be it at the start of your studies or when breaking into the world of work. How can I find a place for myself? What careers would suit my personality? What should I consider for the greatest success? In order to develop your full potential, you need a sound knowledge of yourself. The Coaching Programme of the University of St.Gallen therefore focuses on self-reflection as the core skill on which everything else depends. You will meet with experienced coaches on a regular basis, to help you in a targeted manner over the course of the Assessment Year. This optional programme, unique in the European higher education landscape, is limited to around 60 students in their Assessment Year. The Coaching Programme is only offered in German.



Here you can get an insight into the StartWeek: [unisg.link/StartWeek](http://unisg.link/StartWeek)



Here you can get an insight into the Coaching Programme: [unisg.link/coaching-programm](http://unisg.link/coaching-programm)



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# Bachelor of Arts HSG in Business Administration

## Is Business Administration the right major for me?

Are you interested in learning how the management of organisations works? Would you like to learn how the various departments of a firm operate and interact? In our Business Administration major, you will also deal with the complex interconnections of entrepreneurial action in a technological, social, political, ecological and ethical environment.

## Content

The major in Business Administration will provide you with an internationally recognised, practice-oriented basic education. The compulsory programme covers all the essential aspects of business administration and also gives you a thorough introduction to computer science for business studies.

In addition, we provide you with an integrative view of economic activity. Thus, entrepreneurial action is placed in a wider context in the economics courses. In our law courses, you learn about the legal framework businesses operate in.

## Compulsory courses

- Marketing
- Strategic Management
- Leadership & Human Resource Management
- Introduction to Operations Management
- Fundamentals and Methods of Computer Science for Business Studies
- Methods: Empirical Social Research
- Methods: Statistics
- Corporate Finance
- Accounting, Controlling, Auditing
- Microeconomics II
- Macroeconomics II
- Business and Tax Law
- Capstone Project

You have the opportunity to specialise in one of nine profile areas. The voluntary specialisation will be listed in the supplement of your Bachelor diploma.

You will be able to deepen your knowledge in the business administration core electives. You also have the opportunity to attend courses of other majors.

In contextual studies, you can choose from a wide range of courses in the humanities and social sciences. In the last year of the major in Business Administration, you will write a Bachelor's thesis and complete a project in order to conclude your studies.

## Programme language

Business Administration can be studied in a flexible mixture of English and German. All the compulsory subjects (with the exception of Micro- and Macroeconomics) are offered in one of the two languages every semester. All students have to earn at least 12 credits taught in the other language.



Find out more about the Bachelor in Business Administration (BWL) and its community at: [bwl.unisg.ch](http://bwl.unisg.ch)

## Contact



Prof. Dr.  
Jan Marco Leimeister  
Academic Director



Dr.  
Annette M. Baertschi  
Executive Director



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## Bachelor in Business Administration – and then?

The degree in Business Administration will qualify you for jobs in various corporate divisions and for various Master's programmes.

—  
Marie Cattaneo, B.A. HSG 2022, Branding Solutions Manager, Frontify  
Alessandra Gaito, B.A. HSG 2017 and M.A. HSG 2020, UX Consultant, BlueGlass Zürich  
Gianluca Arena, B.A. HSG 2020, Audit Assistant, EY

# Bachelor of Arts HSG in Economics

## Is Economics the right major for me?

Do you find it exciting to see how economic crises develop and want to learn what policies are the right responses to them? For example, does digitalisation and globalisation necessarily induce social inequality? Which people are most affected by a high unemployment rate? How should the banking system be regulated after a financial crisis? Why is Apple so successful? What happens if a central bank increases the money supply?

If you are interested in such questions, you should probably study Economics.

## Content

The major in Economics pursues the goal of providing you with insights into the economic behaviour model and modus operandi of markets and governments, as well as with an understanding of interrelations among institutions and economic policies. You can acquire skills in data analytics and data handling, an important skillset in the modern world. The core courses offered by the major in Economics are complemented with a broad range of core electives, with which you will be able to find your own focus within the major and steer your own

path through your studies. Below you can find an overview of the core courses required within the Economics degree:

### Compulsory courses

The following courses are part of the core requirements of the Economics degree:

- Microeconomics II
- Macroeconomics II
- Microeconomics III
- Macroeconomics III
- Data Analytics I: Statistics
- Data Analytics II: Empirical Economic Research
- Data Handling: Import, Cleaning and Visualisation
- Accounting, Controlling, Auditing

### Elective courses

The elective course offerings are extensive and range from business administration and law to traditional economics and finance courses. There are specialised courses such as digital literacy, machine learning and programming. The electives are designed to complement the core studies, which allows you to find your own focus and specialisation within your degree.

### Contextual Studies

Taking contextual studies courses is a requirement of every degree programme at the University of St.Gallen. The wide range of courses offered in the humanities and social sciences, is designed to provide students with a well-rounded education that further develops their sense of self and their ability to face real world challenges and solutions.

The Bachelor's thesis will enable you to create a basis for a Master's programme or a possible later academic career.

The major in Economics also prepares you very well for transitioning into your professional career.

### Programme language

Economics can be studied in a flexible mixture of English and German. All students have to earn at least 9 credits taught in the other language.



## Contact



Prof. PhD  
Simon Evenett  
Academic Director



Prof. Dr.  
Ulrich Matter  
Academic Director



Jennifer Aepli  
Executive Director



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## Bachelor in Economics – and then?

The Economics degree from HSG is a recognised and highly valued qualification. Our graduates work in the economic departments of banks and insurance companies, in federal offices or, for example, international organisations. We like to keep in touch with our graduates, thus providing a strong network of alumni who are engaged with current students.

—  
Mia Milka Perisic, B.A. HSG 2021, IT Transformation Manager,  
Migros-Genossenschaftsbund  
Sebastian Krähenmann, B.A. HSG 2022, MiQE/F student, University of St.Gallen  
André Bittencourt, B.A. HSG 2023, Data Analyst, Gnomon Capital Ltd.

# Bachelor of Arts HSG in International Affairs

## Is International Affairs the right major for me?

When you browse through the newspaper in the morning, do you go straight to the stock exchange pages or do you not get any further than the international news? Are you interested in problems within the EU that are a consequence of different political systems? Do you want to know how aid is provided for disaster areas or how diplomats act when conflicts arise between countries? In the major in International Affairs, you will deal with central social challenges situated at the crossroads of politics, the economy and international law.

## Content

With courses in economics, political science and selected areas of law and business administration, the major in International Affairs (BIA) pursues a generalist approach that pools and integrates these disciplines. We help you improve your ability to make sense of what is going on in the world, and to make sound judgements. Moreover, we provide you with analytical skills and methodological proficiency.

### Compulsory courses

- Political Theory
- Public Management
- International Relations
- Comparative Politics
- European Governance
- International Law
- International Economics
- Microeconomics II
- Macroeconomics II
- Quantitative Methods
- Qualitative Methods
- Accounting, Controlling, Auditing

### Core electives

- Comparative Political Economy
- Development Economics
- Current Issues and Problems in International Politics
- European Law
- International Management
- Global Health Governance
- Digital Government
- National Model United Nations
- Model WTO

Alongside the compulsory subjects (48 ECTS) the BIA offers core electives with courses on specific global challenges (24 ECTS), independent electives where students can choose from the course offer of all HSG majors (12 ECTS) and Contextual Studies with courses in the humanities and social sciences (24 ECTS). The Bachelor's thesis constitutes an integrative part

of the programme. It provides you with an opportunity to integrate and apply the knowledge you have acquired.

### Programme language

International Affairs can be studied in a flexible mixture of English and German. All students have to earn at least 9 credits taught in the other language.



Find out more about the  
BIA and its community at:  
[bia.unisg.ch](http://bia.unisg.ch)

## Contact



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## Bachelor in International Affairs – and then?

The BIA paves the way for many professional opportunities in companies, international organisations, politics, public administration, the media and non-profit organisations.

—  
Aline Wani, B.A. HSG 2019, Consultant Civil Society Unit, UNODC, Vienna  
Laurin Brüniger, B.A. HSG 2019, M.A. HSG 2021, Strategic Project Manager at Switzerland - Global Enterprise (S-GE), Zurich  
Sarah Bünter, B.A. 2017, M.A. 2021, Consultant at furrerhugi, Zurich, Member of the City Parliament St.Gallen

# Certificate in Data Science Fundamentals (DSF)

Today's world is full of data – data on the success of corporate strategies, the behaviour of customers, investors and the electorate: digitalisation enables us to measure almost everything and to store vast quantities of data (“big data”), which are then available to decision-makers. The scientific approach to deducing decisions from data is called data science. Since this development is still young, many organisations lack the relevant scientists, particularly employees who have a degree in economics, international affairs or law while being familiar with data science at the same time.


The Certificate in Data Science Fundamentals (DSF) provides you with an opportunity to acquire a fundamental knowledge of data science. Our modus operandi is very much practice-oriented, with programming playing a central role, yet no prior knowledge is required: curiosity and motivation are what count most. We regard programming as a means to an end, enabling us to solve exciting practical problems

with the help of data. The programme extends to 24 credits; 16 credits can be credited to the major. It is open to Bachelor's students of all majors and starts every Autumn Semester.

## Programme language

The Certificate in Data Science Fundamentals is taught in English.

EN

 Find out more about the Certificate in Data Science Fundamentals [unig.ch/dsf](https://unig.ch/dsf)

## Contact



Prof. Dr. Johannes Binswanger  
Academic Director



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## Further additional qualifications

We offer further additional qualifications. For more details, please refer to the German section of this brochure (page 50).



“If you are prepared to work hard, are naturally curious and, most importantly, motivated, don't let your current data science illiteracy put you off joining this amazing family. Without any prior experience of data science and programming I felt like I was falling into digital Narnia, but after a short time I was able to experience the steepest learning curve I've ever had in my life. The course offers so many mini-challenges and exceptional situations that I also gained a lot of experience beyond the subject matter. The opportunity to work with like-minded people in this course really is a once-in-a-lifetime experience.”

Aurelia Raeber, Switzerland  
Certificate in Data Science Fundamentals

# Mentoring Programme

Students at the Bachelor's, Master's and Ph.D. level are welcome to participate in the Mentoring Programme. An experienced person (mentor) supports a younger person (mentee) in her/his personal development and extension of professional competencies over a longer period. During the mentoring, the mentor and mentee meet regularly and discuss ideas and individual experiences as well as life plans, academic development and career planning. More than 80% of our mentors are alumni of the University of St.Gallen who contribute their knowledge and personal experience and help students in adopting new perspectives and broadening their horizons.

## Contact



Carolin König  
Head of Mentoring Programme

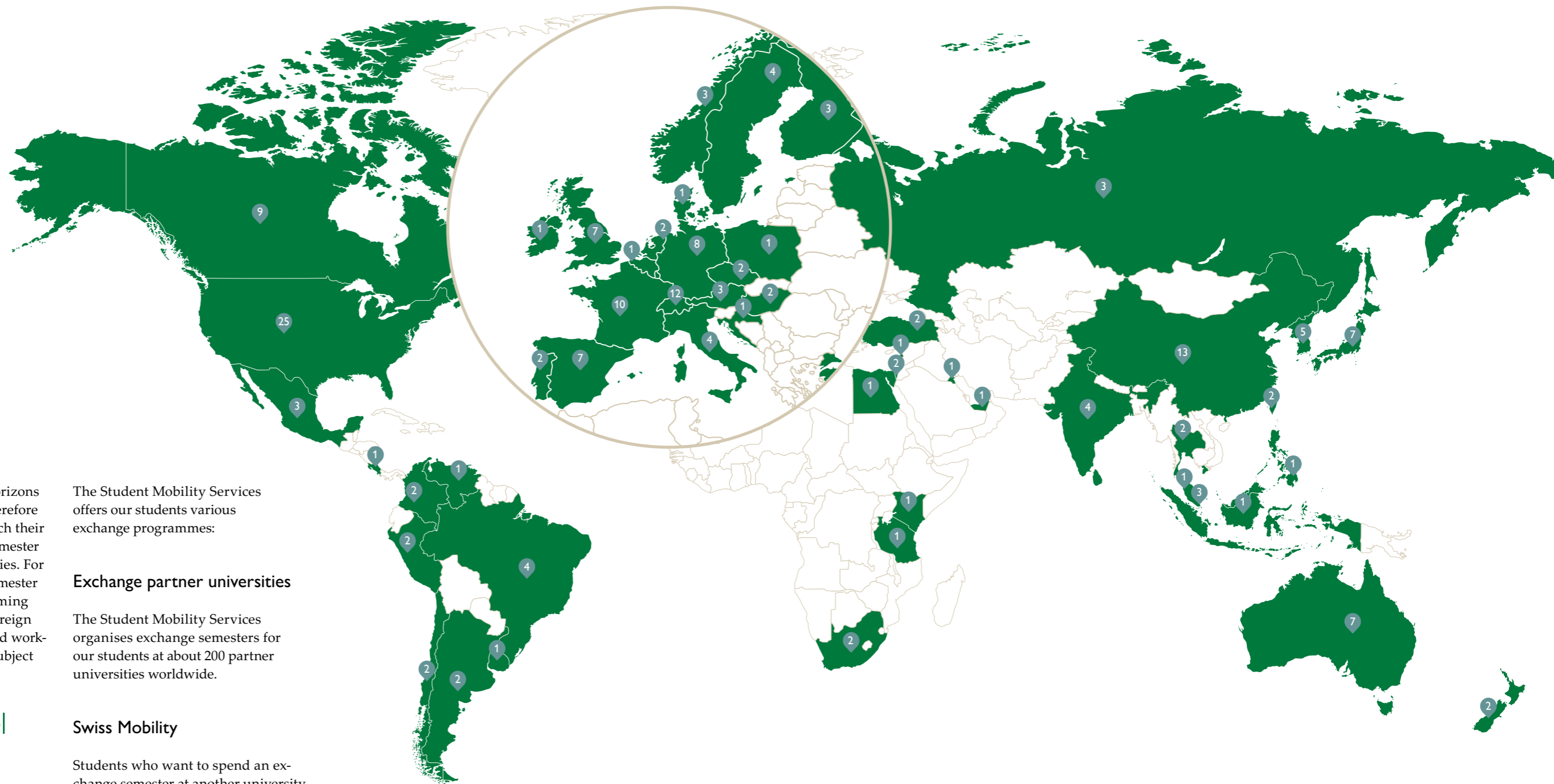


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# Study abroad

## Worldwide partner universities

Number of partner universities per country



Experiences extend people's horizons and form their intellect. We therefore encourage our students to enrich their education with an exchange semester at one of our partner universities. For many students an exchange semester is a defining experience. Becoming involved with people from a foreign culture, different structures and working methods as well as focal subject matters is of great value.

The Student Mobility Services offers our students various exchange programmes:

### Exchange partner universities

The Student Mobility Services organises exchange semesters for our students at about 200 partner universities worldwide.

### Swiss Mobility

Students who want to spend an exchange semester at another university in Switzerland can participate in the Swiss Mobility exchange programme.

### Freemover

If students want to study at a university that is not part of our partner network, they can join the freemover study abroad programme and organise their exchange abroad independently.

### ECOL Virtual Exchange

This programme is the perfect opportunity for students to participate in a course virtually at any of the ECOL partner universities while continuing their degree studies at the University of St.Gallen.

## Programmes for exchange students

Students from other universities can spend an exchange semester at the University of St.Gallen as guest students. If you study at one of our partner universities, your exchange will be organised via your home university. If you study at a university that does not belong to the the University of St.Gallen partner network, you may apply for the freemover programme. Students from other Swiss universities can enrol in the Swiss Mobility programme. [exchange.unisg.ch](http://exchange.unisg.ch)



“One must travel to learn.”

Mark Twain

Coursework completed and examinations passed during an exchange semester can be credited to your HSG studies. As such it is not necessary to extend the overall duration of the degree course.

Every year, more than 1,200 HSG students spend a semester at a guest university and more than 750 guest students from all over the world join HSG for one or two semesters.





## HSG Asia Term in Singapore

The the University of St.Gallen Asia Term is the flagship exchange programme for undergraduates of the majors in Business Administration, Economics, International Affairs and Law offered by the University of St.Gallen.

It provides HSG students with a unique opportunity to obtain a better insight into Asian cultures and business practices. HSG students live and study in Singapore for four months in the autumn semester. Besides attending lectures at the Singapore Management University (SMU), they are also active outside the campus. Business consulting projects with local and multinational corporations are a central component of the Asia Term. Furthermore, students are able to participate in a one-week study trip to China, Malaysia or Thailand in order to gain a better understanding of cultural influences and business life in Asia.

The curriculum of the Asia Term puts emphasis on the combination of academic knowledge and practical experience in an Asian context, which is why it offers participants multiple opportunities for an intercultural exchange with local students and corporate partners.

The Asia Term is jointly organised by the SMU and the St.Gallen Institute of Management in Asia. The HSG institute in Singapore also looks after the students during their stay in Singapore. In return, SMU students are able to participate in the exchange programme at HSG.

[asiaterm.unisg.ch](http://asiaterm.unisg.ch)  
[singapore.unisg.ch](http://singapore.unisg.ch)

## HSG Latam Term in São Paulo

The University of St.Gallen. Latam Term is the international flagship opportunity for Bachelor's students of all majors aiming to gain experience and knowledge of Latin America and emerging markets.

Taking place in the spring semester, the programme is open to all undergraduates interested in Latin American cultural, economic and political landscapes and in the challenges and opportunities inherent in emerging markets. Developed in close collaboration between the Institute of Management in Latin America (GIMLA) and the Fundação Getulio Vargas (FGV) in São Paulo, one of the leading think tanks in the world, the programme takes place at the inner-city campus of the FGV's School of Business Administration.

Combining academic excellence with real-world impact, the curriculum offers core courses and many electives to meet personal interests and drive career ambitions. Courses and extracurricular activities are co-developed with partners from the private sector, government institutions, and international organisations. Living in one of the largest cities in the world, students experience a vibrant, culturally diverse, and metropolitan lifestyle.

Extracurricular activities include business networking events, volunteering, internships, consultancy projects, and study trips to at least two other Latin American countries in addition to Brazil. Experience a life-changing and career-boosting exchange. Go beyond!

[latamterm.unisg.ch](http://latamterm.unisg.ch)  
[latinamerica.unisg.ch](http://latinamerica.unisg.ch)



# After graduation – write your success story

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Degree courses

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Open days



You have successfully taken the first step – now what is your impact going to be?



# Rich in opportunities

## You've got your Bachelor's degree. What's your next goal?

Are you planning a gap year? Or are you keen to translate the knowledge you've acquired into practice and start your career? The Career & Corporate Services team supports students with advice and workshops about starting and planning a career.

Bring "from insight to impact" to life!

An exciting option is setting up your own company. You may have developed ideas and plans in the course of your studies which you would like to realise now. The University of St.Gallen actively encourages entrepreneurship. It organises events about it and offers advisory services. Start-ups are the engine of innovations and solutions that take our society forwards and strengthen the economy.

## Master's programme

The Bachelor's degree is the first academic degree. You can embark on a follow-up Master's programme. This will open the doors for a career start and/or an academic career (doctoral studies).

Graduates of the two Bachelor's programmes in Law must obtain a Master's degree to become fully trained lawyers and be admitted to training for the Bar.

## Some figures

In the last year, about 42% of Bachelor's graduates took a gap year or semester, or started a job with the option of doing a Master's programme later. Just over 52% started their Master's programmes directly after their undergraduate studies, over 85% of them at the University of St.Gallen. Less than five per cent did not want to continue their studies after they had obtained their Bachelor's degree.

## Good job prospects

Our graduates are greatly appreciated on the national and international labour markets. Some 89% of graduates who are looking for work have a regular job by the time of their graduation; the rest are about to sign a contract. On average, they are able to choose between two job offers. Our Bachelor's graduates work in a wide variety of industries such as auditing, tax consultancy, business consultancy, management in trade and industry, private banking and asset management, investment banking, in the diplomatic service, in international organisations and NGOs.

## Linked up with the world

Approx. 35,000 members and 180 alumni clubs on all continents make HSG Alumni a leading and influential alumni organisation. Through our alumni networks, contact among alumni is cultivated, encouraged and extended.  
[hsgalumni.ch](https://hsgalumni.ch)

# Career-centred university

## Career & Corporate Services

The Career & Corporate Services team of the University of St.Gallen is the central contact point for our students regarding their entry into professional life. The certified coaches of the CSC team have extensive know-how in various industries and fields.

Their aim is to support our students in their career planning and in the realisation of their career steps according to individual requirements. For this purpose, the CSC offers individual consultations and workshops on various topics, such as the professional drafting of application documents, (video) interview training, personal career exploration and decision-making. The CSC also supports international students with their entry into professional life in the Swiss labour market and provides them with information about features of Swiss labour law and culture.

The career and event platform provides our students with a job database offering internships, traineeships, and regular jobs.

In addition, they can fill in their profiles on the platform and thus be found directly by potential employers or register for CSC events. Besides the various workshops, this also includes the HSG Talents ([hsgtalents.ch](https://hsgtalents.ch)), the HSG Banking Days ([hsgbankingdays.ch](https://hsgbankingdays.ch)) and the HSG Career Days ([hsgcareerdays.ch](https://hsgcareerdays.ch)), focusing on FMCG, Industry, Legal, Luxury and Tech.

## HSG Talents

The HSG Talents is HSG's official recruiting event. It provides our students with an opportunity to establish contact with more than 100 national and international companies, which present themselves at the Company Insight event, offer workshops and conduct interviews or get to know students better in new formats such as Mix, Shake & Associate.

The companies also participate in the main event: the fair in the Olma Halls. Corporate representatives provide an insight into their work and answer questions about their industries and their companies. These events are the perfect opportunity to get to know various companies.

The HSG Talents is one of the biggest events of this type in the German-speaking area. It is organised by students under the project supervision of the Career & Corporate Services. [hsgtalents.ch](https://hsgtalents.ch)



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# Degree courses





# Open days

Discover the University of St.Gallen and get a taste for it. Experience what studying in St.Gallen is like by taking part in various presentations of our Bachelor's programmes. Attend our taster lectures and exchange ideas with students. We look forward to welcoming you.

Tuesday  
17 October 2023

—  
Tuesday  
31 October 2023

—  
Tuesday  
21 November 2023  
Women\*<sup>@</sup>HSG –  
Open day for female  
students

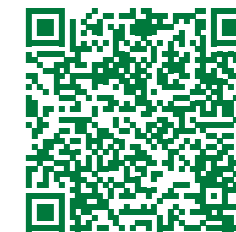
Thursday  
7 December 2023  
(online and in English)

—  
Friday  
5 January 2024

—  
Tuesday  
5 March 2024

Please check our website  
for up-to-date information  
on our open days.

[openday.unisg.ch](https://openday.unisg.ch)



Scan to explore our  
digital campus map.

[unisg.link/maze-map](https://unisg.link/maze-map)



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